



Euromonitor
International

Home Care in Argentina

February 2024

Table of Contents

Home Care in Argentina

EXECUTIVE SUMMARY

Home care in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for home care?

MARKET INDICATORS

Table 1 - Households 2018-2023

MARKET DATA

Table 2 - Sales of Home Care by Category: Value 2018-2023

Table 3 - Sales of Home Care by Category: % Value Growth 2018-2023

Table 4 - NBO Company Shares of Home Care: % Value 2019-2023

Table 5 - LBN Brand Shares of Home Care: % Value 2020-2023

Table 6 - Penetration of Private Label in Home Care by Category: % Value 2018-2023

Table 7 - Distribution of Home Care by Format: % Value 2018-2023

Table 8 - Distribution of Home Care by Format and Category: % Value 2023

Table 9 - Forecast Sales of Home Care by Category: Value 2023-2028

Table 10 - Forecast Sales of Home Care by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

Air Care in Argentina

KEY DATA FINDINGS

2023 DEVELOPMENTS

Aerosol disinfectants the biggest laggard

Less time spent at home counts against spray/aerosol fresheners

SC Johnson controls all air care categories

PROSPECTS AND OPPORTUNITIES

Stylish devices and single-person households will help to improve sales

New mobility practices will drive car air fresheners' negative performance

Air care entry barriers prove to be low

CATEGORY DATA

Table 11 - Sales of Air Care by Category: Value 2018-2023

Table 12 - Sales of Air Care by Category: % Value Growth 2018-2023

Table 13 - Sales of Air Care by Fragrance: Value Ranking 2021-2023

Table 14 - NBO Company Shares of Air Care: % Value 2019-2023

Table 15 - LBN Brand Shares of Air Care: % Value 2020-2023

Table 16 - Forecast Sales of Air Care by Category: Value 2023-2028

Table 17 - Forecast Sales of Air Care by Category: % Value Growth 2023-2028

Bleach in Argentina

KEY DATA FINDINGS

2023 DEVELOPMENTS

Waning fear impacts sales of bleach
Gel bleach loses momentum
Clorox maintains strong leadership

PROSPECTS AND OPPORTUNITIES

Bleach will be attractive to price sensitive consumers
More innovations will be needed to achieve stronger expansion
Low entry barriers for new brands

CATEGORY DATA

Table 18 - Sales of Bleach: Value 2018-2023
Table 19 - Sales of Bleach: % Value Growth 2018-2023
Table 20 - NBO Company Shares of Bleach: % Value 2019-2023
Table 21 - LBN Brand Shares of Bleach: % Value 2020-2023
Table 22 - Forecast Sales of Bleach: Value 2023-2028
Table 23 - Forecast Sales of Bleach: % Value Growth 2023-2028

[Dishwashing in Argentina](#)

KEY DATA FINDINGS

2023 DEVELOPMENTS

Market value of hand dishwashing climbs despite declining volumes
Innovation in automatic dishwashing tablets boosts category
Premium brands lead the hand dishwashing category

PROSPECTS AND OPPORTUNITIES

More brands will focus on concentrated hand dishwashing detergents
Environmental care claim will attract consumers to automatic dishwashing
Average price, low competition and lack of awareness limit automatic dishwashing expansion

CATEGORY INDICATORS

Table 24 - Household Possession of Dishwashers 2017-2022

CATEGORY DATA

Table 25 - Sales of Dishwashing by Category: Value 2018-2023
Table 26 - Sales of Dishwashing by Category: % Value Growth 2018-2023
Table 27 - NBO Company Shares of Dishwashing: % Value 2019-2023
Table 28 - LBN Brand Shares of Dishwashing: % Value 2020-2023
Table 29 - Forecast Sales of Dishwashing by Category: Value 2023-2028
Table 30 - Forecast Sales of Dishwashing by Category: % Value Growth 2023-2028

[Home Insecticides in Argentina](#)

KEY DATA FINDINGS

2023 DEVELOPMENTS

Historic drought negatively impacts category
Spray/aerosol insecticides remains the largest category in home insecticides
SC Johnson is the unrivalled leader in home insecticides

PROSPECTS AND OPPORTUNITIES

The prevalence of mosquito-related diseases expected to drive category growth
Argentina's aerosols production capacity will reduce inflation's effect

Low-priced brands and private labels may benefit from the ongoing economic recession

CATEGORY DATA

Table 31 - Sales of Home Insecticides by Category: Value 2018-2023

Table 32 - Sales of Home Insecticides by Category: % Value Growth 2018-2023

Table 33 - Sales of Spray/Aerosol Insecticides by Type: % Value 2018-2023

Table 34 - NBO Company Shares of Home Insecticides: % Value 2019-2023

Table 35 - LBN Brand Shares of Home Insecticides: % Value 2020-2023

Table 36 - Forecast Sales of Home Insecticides by Category: Value 2023-2028

Table 37 - Forecast Sales of Home Insecticides by Category: % Value Growth 2023-2028

Laundry Care in Argentina

KEY DATA FINDINGS

2023 DEVELOPMENTS

Spot and stain removers the best performers

Concentrated fabric softeners stand as a serious contender to standard versions

Unilever de Argentina manages to lead a multi-brand category

PROSPECTS AND OPPORTUNITIES

Standard liquid detergents' expansion to stem from migration from other detergents

In-wash removers will grow to the detriment of pre-wash alternatives

Unilever brands' reorganisation to focus on Granby and liquids to dilute

CATEGORY INDICATORS

Table 38 - Household Possession of Washing Machines 2018-2023

CATEGORY DATA

Table 39 - Sales of Laundry Care by Category: Value 2018-2023

Table 40 - Sales of Laundry Care by Category: % Value Growth 2018-2023

Table 41 - Sales of Laundry Aids by Category: Value 2018-2023

Table 42 - Sales of Laundry Aids by Category: % Value Growth 2018-2023

Table 43 - Sales of Laundry Detergents by Category: Value 2018-2023

Table 44 - Sales of Laundry Detergents by Category: % Value Growth 2018-2023

Table 45 - NBO Company Shares of Laundry Care: % Value 2019-2023

Table 46 - LBN Brand Shares of Laundry Care: % Value 2020-2023

Table 47 - NBO Company Shares of Laundry Aids: % Value 2019-2023

Table 48 - LBN Brand Shares of Laundry Aids: % Value 2020-2023

Table 49 - NBO Company Shares of Laundry Detergents: % Value 2019-2023

Table 50 - LBN Brand Shares of Laundry Detergents: % Value 2020-2023

Table 51 - Forecast Sales of Laundry Care by Category: Value 2023-2028

Table 52 - Forecast Sales of Laundry Care by Category: % Value Growth 2023-2028

Polishes in Argentina

KEY DATA FINDINGS

2023 DEVELOPMENTS

Back to normal fuels already declining trend

Despite the ongoing back to the office trend, demand for shoe polish declines

Lack of interest in the category creates a low competition market

PROSPECTS AND OPPORTUNITIES

Polishes offers little potential for development
Although negative, furniture polish will perform slightly better than the average
Shoe polish brands will need to innovate

CATEGORY DATA

- Table 53 - Sales of Polishes by Category: Value 2018-2023
- Table 54 - Sales of Polishes by Category: % Value Growth 2018-2023
- Table 55 - NBO Company Shares of Polishes: % Value 2019-2023
- Table 56 - LBN Brand Shares of Polishes: % Value 2020-2023
- Table 57 - Forecast Sales of Polishes by Category: Value 2023-2028
- Table 58 - Forecast Sales of Polishes by Category: % Value Growth 2023-2028

Surface Care in Argentina

KEY DATA FINDINGS

2023 DEVELOPMENTS

Home care disinfectants slows its fall but still declines
Despite the less frequent use of surfaces, surface care volume sales remain positive
Four multinational groups lead the different categories

PROSPECTS AND OPPORTUNITIES

Standing pouches will continue to replace triggers
Kitchen cleaners hard to replace claim will drive its moderate growth
Multi-purpose cleaners is the most stable category

CATEGORY DATA

- Table 59 - Sales of Surface Care by Category: Value 2018-2023
- Table 60 - Sales of Surface Care by Category: % Value Growth 2018-2023
- Table 61 - Sales of Home Care Wipes and Floor Cleaning Systems by Category: Value 2018-2023
- Table 62 - Sales of Home Care Wipes and Floor Cleaning Systems by Category: % Value Growth 2018-2023
- Table 63 - NBO Company Shares of Surface Care: % Value 2019-2023
- Table 64 - LBN Brand Shares of Surface Care: % Value 2020-2023
- Table 65 - NBO Company Shares of Home Care Wipes and Floor Cleaning Systems: % Value 2019-2023
- Table 66 - LBN Brand Shares of Home Care Wipes and Floor Cleaning Systems: % Value 2020-2023
- Table 67 - Forecast Sales of Surface Care by Category: Value 2023-2028
- Table 68 - Forecast Sales of Surface Care by Category: % Value Growth 2023-2028

Toilet Care in Argentina

KEY DATA FINDINGS

2023 DEVELOPMENTS

Volume sales stagnate
Rim blocks still the largest category despite posting the sharpest fall
SC Johnson still unrivalled despite migration amongst its own brands

PROSPECTS AND OPPORTUNITIES

Toilet liquids/foam presents the most promising outlook
In-cistern devices is still underdeveloped and has room to grow
Rim blocks set to remain the biggest category

CATEGORY DATA

- Table 69 - Sales of Toilet Care by Category: Value 2018-2023
- Table 70 - Sales of Toilet Care by Category: % Value Growth 2018-2023

Table 71 - NBO Company Shares of Toilet Care: % Value 2019-2023

Table 72 - LBN Brand Shares of Toilet Care: % Value 2020-2023

Table 73 - Forecast Sales of Toilet Care by Category: Value 2023-2028

Table 74 - Forecast Sales of Toilet Care by Category: % Value Growth 2023-2028

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/home-care-in-argentina/report.